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AM/FM RADIO IN TYLERTOWN, MISSISSIPPI 39667 • 930 UNION ROAD • PHONE 601/876-2105 • FAX 601/876-5280

APR 15 1997
April 8, 1997

DOCKET FILE COPY ORIGINAL

William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street N.W.
Washington, DC 20554

Re: PLEASE ASSOCIATE THIS INFORMATION WITH MM DOCKET NO. 97-45,
RM-8961

The enclosed information has been faxed and mailed to you earlier
and forwarded by certified mail April 1.

We understand through Washington attorneys that you had not
received our comments--at least, they were not on file--as of
yesterday, April 7.

Please associate the enclosed copy of our letter to you with
the proper docket styled:

Amendment of Section 73.202(b)
Table of Allotments
FM Broadcast Stations
(Tylertown, Mississippi)

MM Docket No. 97-45
RM-8961



Carolyn Dillon
President, Tylertown Broadcasting Co.

enc.

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March 28, 1997

William F. Caton
Acting Secretary
Federal Communications Commission
1919 M, Northwest
Room 222
Washington, DC 20554

Re: Amendment of Section 73.202(b), Table of Allotments, FM
Broadcast Stations (Tylertown, Mississippi), MM Docket No. 97-45RM-
8961

We have received information that a proposal has been made to
allocate a new FM radio frequency, 107.3, to Tylertown.

Naturally, we oppose the move.

The market we serve is quite small. We operate in a town of just
under 2,000 population, in a county of roughly 13,500. To drop in
another frequency in a market of our size would probably spell
economic disaster if someone chose to operate it. Not only would
we suffer, but they would, as well, since there are only limited
dollars in a market our size.

For almost 30 years, the local AM/FM station has operated as a
community oriented radio station. The corporation, Tylertown
Broadcasting Co., is locally owned, and fortunately its
stockholders do not maintain their stock because of a profit
motive. They certainly could have had better returns from other
investments.

We'll be happy to make copies of our income tax statements
available to support our contention.

Our programming, from the beginning, has been locally oriented. It
was our goal to provide services to this community that weren't
available from other radio stations in the area. Weather, local
news programming, including obituaries, court wrap-ups,
agricultural summaries, and community and public service
programming, are all aired as a service to the community.

Recently, we invested \$30,000 in a computerized system to allow
our small staff time to target the areas that really count to our
listeners, the local news programming that we've been recognized
for, and provide 24-hour service, as well.

We're afraid that an additional frequency allocated to Tylertown would hinder our operation. We also feel that anyone that may eventually apply for the frequency would be controlled by outside interests and would be less likely to provide the type of local public service programming that we've done. Because we operate on a limited budget, frankly, we're afraid that any competition would hinder the service we provide. It's tough, sometimes, to make ends meet in a single-station market. Should two stations compete for the limited advertising revenue available here, it's quite possible that neither would survive.

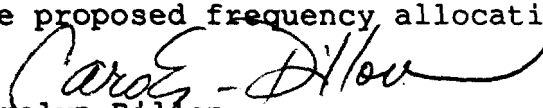
Local leaders have commented over the years of WTYL's commitment to its service area--that it is interested in only Tylertown and Walthall County. We have comments available in our public file, and can obtain statements from local leaders, including the mayor, board of supervisors' president, president of the local NAACP chapter, Chamber of Commerce leaders, organizers of youth sports programs, law enforcement officials, civic and church leaders who will attest to the measure of public service we've provided to the community.

We contend that whoever moved for an allocation of 107.3 mhz. to Tylertown probably has no intention of operating a station here, or as a local station. It is more likely they are trying to block a facilities upgrade elsewhere.

We also contend that the public's interest would not be served by allocation of another FM frequency to Tylertown, and that should a station eventually be operated in addition to the facilities already located here, both would suffer economic hardship.

In all likelihood, anyone seeking to put another FM station on the air in this market would not be made up of local ownership, and would be less likely to provide the level of services WTYL has throughout the years.

Please add these to any comments you may have received concerning the proposed frequency allocation.


Carelyn Dillon
President, Tylertown Broadcasting Co.